Valencia County Historical Society

Box 1363 • Belen, New Mexico 87002

This section of our county history book will include histories of businesses, churches, clubs, organizations, etc. A charge for this space will have to be accessed to insure that we will have enough pages in the book. Money from selling this space will allow us to buy more pages for family histories if needed. The more books purchased, the more pages the publisher will allow us. By having adequate book sales and more pages, we can be assured the publisher will use nice large type.

OLD TIME BUSINESSES should tell when their business came into existence, why they wanted to establish their company in our county, how long they have been in business, and what their contribution to the growth and development of the county has been.

For example, an old time business may have extended credit to early settlers to help them get on their feet. If so, tell about those times. Certainly these things and the people who were able to stay in the county are what makes it the place it is to live and work today. Submit photos of early days and current photos.

NEW BUSINESSES or organizations should tell why they have chosen to go into business or come into being and how they feel growth and development in the county in the past has provided an opportunity for the business or organization to succeed. If these business people came from outside the county, they should tell us about their background. Submit photos of their business and products. The book committee wants your story, not an ad.

IT IS OUR DESIRE TO SUBMIT A HISTORY OF RIO ELECTRONICS T.V. REPAIR
(name of business or organization)
FOR PUBLICATION IN THE VALENCIA COUNTY HISTORICAL SOCIETY HISTORY BOOK.

IN ORDER TO ACCOMMODATE OUR STORY AND/OR PHOTOS, WE NEED TO PURCHASE 1/4 page (amount of space) AT A COST OF $ 55 . WE ANTICIPATE ____ (number) WORDS OF COPY AND ____ (number) PHOTOS FOR OUR STORY.

TO COMPLY WITH THE DEADLINES SET IN ORDER TO GUARANTEE THE EARLIEST POSSIBLE DELIVERY DATE FOR THE BOOK, WE AGREE TO SUBMIT OUR STORY NO LATER THAN ____ (deadline date)

ROBERT ROSSBERG
Manager/Owner/President

383 RIO SHOPPING VILLAGE
Address

864-4211 8-27-81
Phone Date

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In deciding how much space to purchase for your business or organization history, please consider the following: (1) The printer is very flexible in working with photos and copy; he can enlarge or reduce not only photos but also type size. (2) If desired, a page can be used for photos entirely, omitting all copy except descriptive captions and headings. In this case, limit the number of photos to 10. (3) When combining photos and copy, remember that one full page contains 1500 words; subtract from this number 200 words for each photo to be used.

Below is a chart of some recommended page formats. You may desire a combination of photos and copy not listed. For example, if you desire to purchase a full page and want four photos, you are entitled to 700 words after subtracting 200 words for each photo (1,500 - 800 — 700).

SIZE OF PAGE	COST OF PAGE	NO. WORDS	NO. PHOTOS
Full	$180.00	1500	0
		1300	1
		1100	2
		900	3
		700	4
		500	5
Half	$95.00	750	0
		550	1
		350	2
		150	3
Fourth	$55.00	350	0
		150	1

BHC-2-1-59-1
RIO ELECTRONICS
RIO ELECTRONICS SERVICE

ad X B-52
1/4

Rio Electronics Service
383 Rio Comm. Shop. Center
Belen

864 - 4211

#337 55.00

Pic Log # M2136

KARLER PACKING COMPANY, INC.

Cut line for pix #12136

Bob Rossberg

KP-40

KARLER PACKING COMPANY, INC

Rio Electronics Service
383 RioComm. Shop. Center

BHHC-2-1-59-2
Rio Electronics

Rio Electronics

Rio Electronics opened its doors in Rio Comm. Shopping Village 4-1-73, it was the grand opening of the entire Shopping Village. Bob Rossberg, the owner and repairman, has been in the T.V. Repair business for 21 years. Moving to Belen from Chicago in 1970, Bob wanted to get away from the big city life and open a small shop in the country atmosphere, Belen was the perfect place.

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The business started slowly but is now well established in the community. Bob's dependability, honesty and knowledge of electronics has made the business the success it is today. 95

Bob is married to Frances and they have two children Eilene and Robert Jr.

RIO ELECTRONICS SERVICE

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RIO ELECTRONICS SERVICE